



▶ TOTAL USE

The increase in total use was driven by virtual visits, electronic circulation, wireless use and programming.

102.1 million

103.7 million



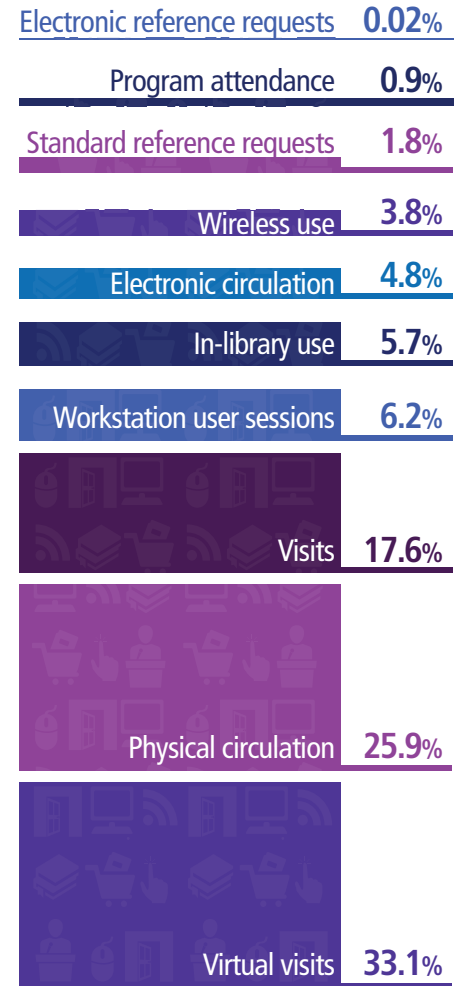
2015



2016

- ↓ Electronic reference requests
- ↑ Program attendance
- ↓ Standard reference requests
- ↑ Wireless use
- ↑ Electronic circulation
- ↑ In-library use
- ↓ Workstation user sessions
- ↑ Visits
- ↓ Physical circulation
- ↑ Virtual visits

Share of Total Use

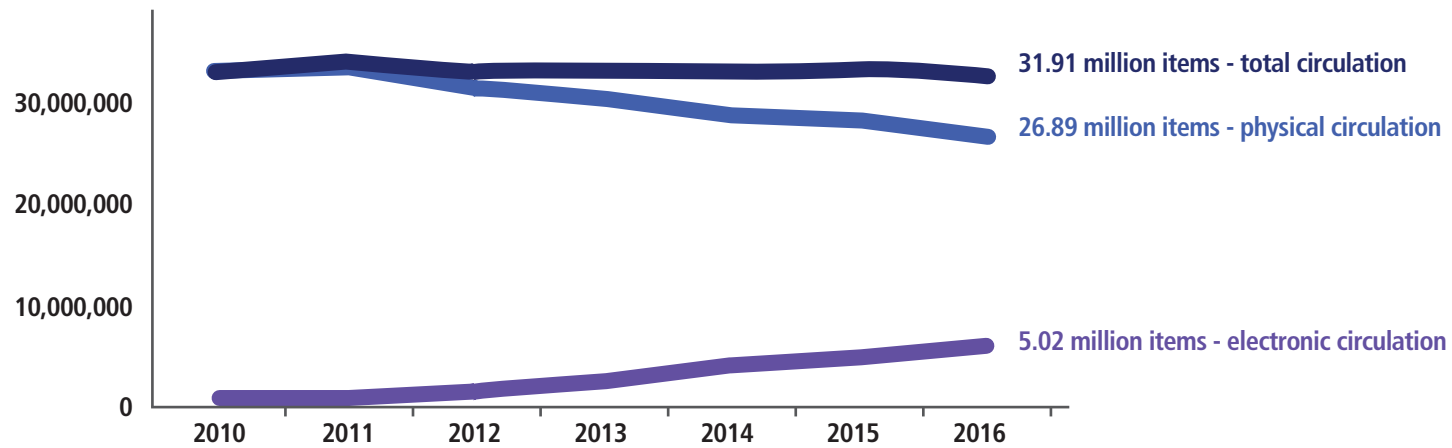
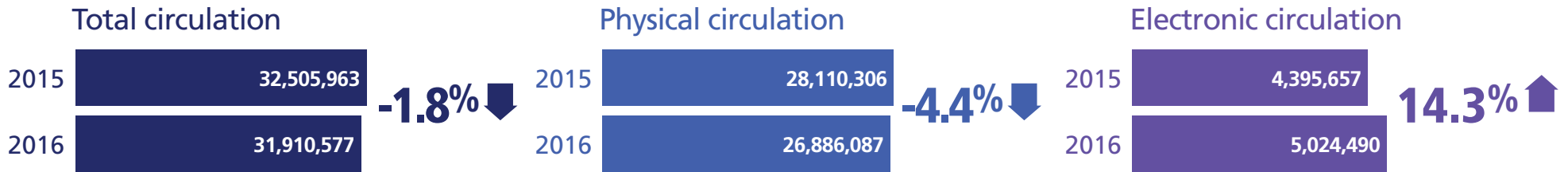


2016



► CIRCULATION

Overall circulation in 2016 decreased, with significant increases in the use of e-content. The decrease in physical circulation was driven by declines in the use of multilingual and audio-visual materials.



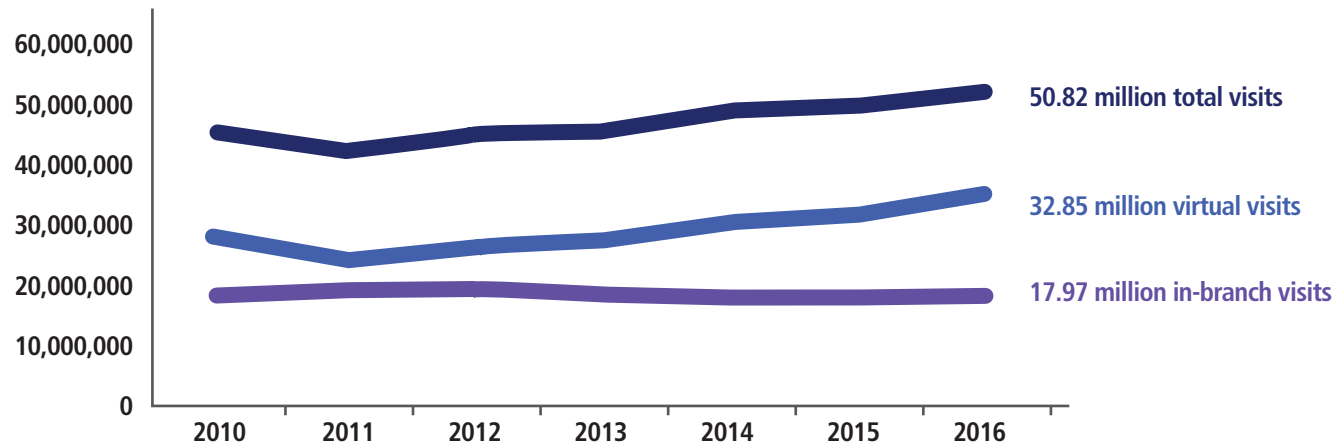
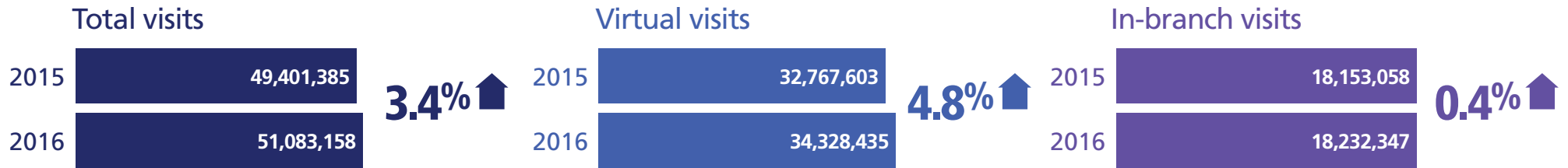
Circulation

		2010	2011	2012	2013	2014	2015	2016	% Change 2015-2016
	Physical	32,066,701	32,728,959	30,958,696	30,039,506	28,546,543	28,110,306	26,886,087	-4.4%
	Electronic	257,715	523,276	1,073,340	2,105,515	3,488,252	4,395,657	5,024,490	14.3%
	Total	32,324,416	33,252,235	32,032,036	32,145,021	32,034,795	32,505,963	31,910,577	-1.8%



▶ VISITS

TPL saw increases to its overall visits, with steady increases in virtual visits and stable in-branch visits over 2015.



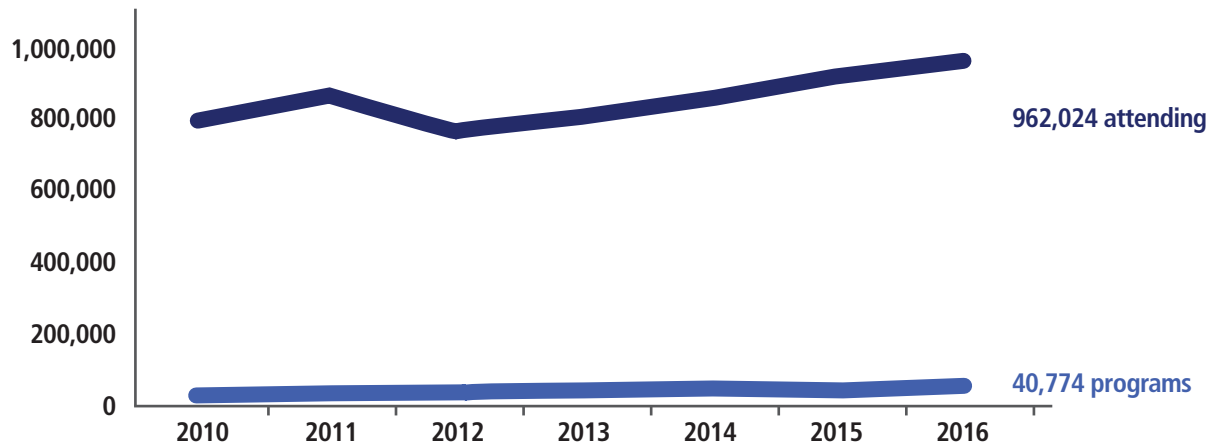
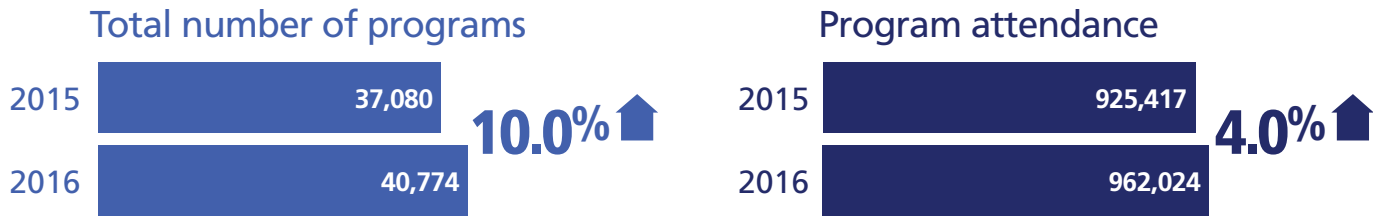
Visits

		2010	2011	2012	2013	2014	2015	2016	% Change 2015-2016
	Virtual visits	27,003,433	23,403,526	25,951,430	26,794,138	29,966,097	32,767,603	34,328,435	4.8%
	In-branch visits	18,352,210	19,064,857	18,872,588	18,485,372	18,335,910	18,153,058	18,232,347	0.4%
	Total	45,355,643	42,468,383	44,824,018	45,279,510	48,302,007	49,401,385	51,083,158	3.4%



► PROGRAMMING

Increases in programming attendance and number of programs delivered were driven by the increased popularity of TPL's literary and cultural programming; increases in children's programs delivered; and new technology, innovation and education programs offered.



Programs

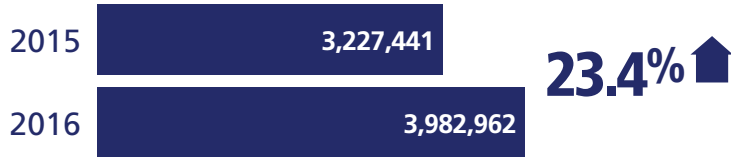
		2010	2011	2012	2013	2014	2015	2016	% Change 2015-2016
	# of programs	28,706	31,804	28,075	30,921	33,801	37,080	40,774	10.0%
	Attendance	791,231	865,495	769,534	808,121	850,086	925,417	962,024	4.0%



▶ TECHNOLOGY

Increased use reflects Torontonians' need for access to computers, software and bandwidth for success in school, work, and lifelong learning.

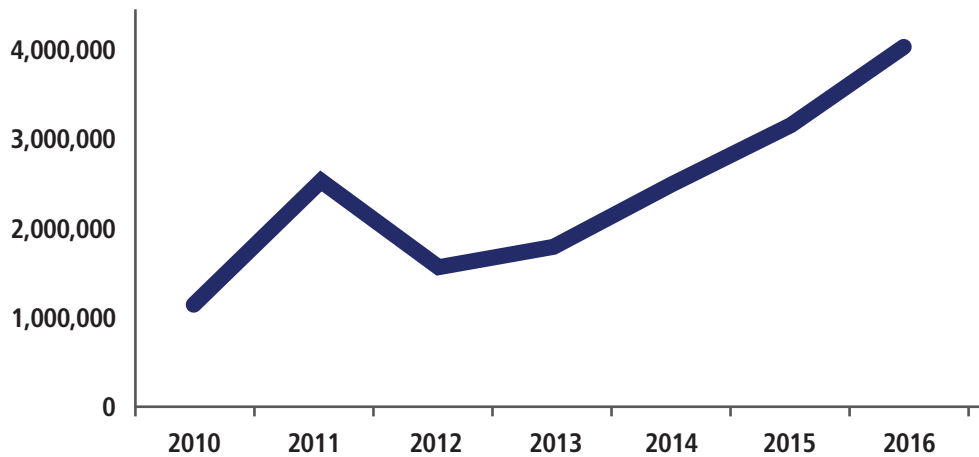
Wireless sessions



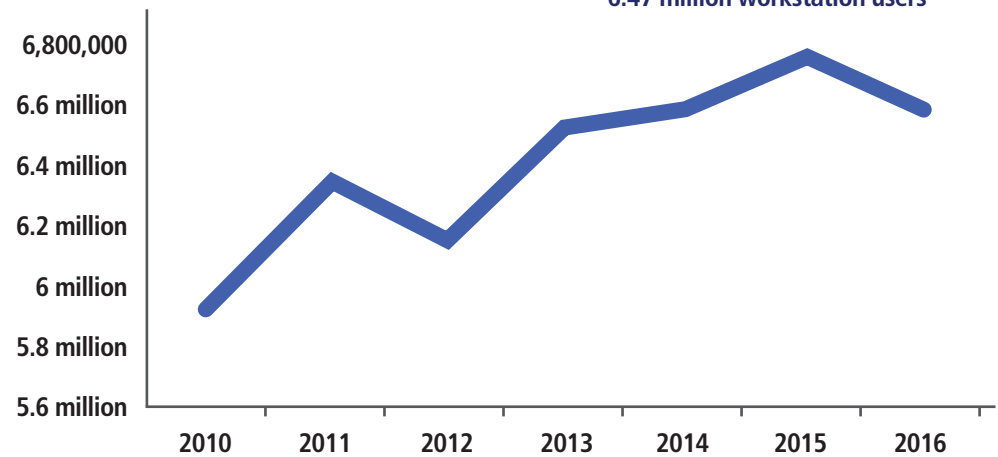
Workstation users



3.98 million wireless sessions



6.47 million workstation users



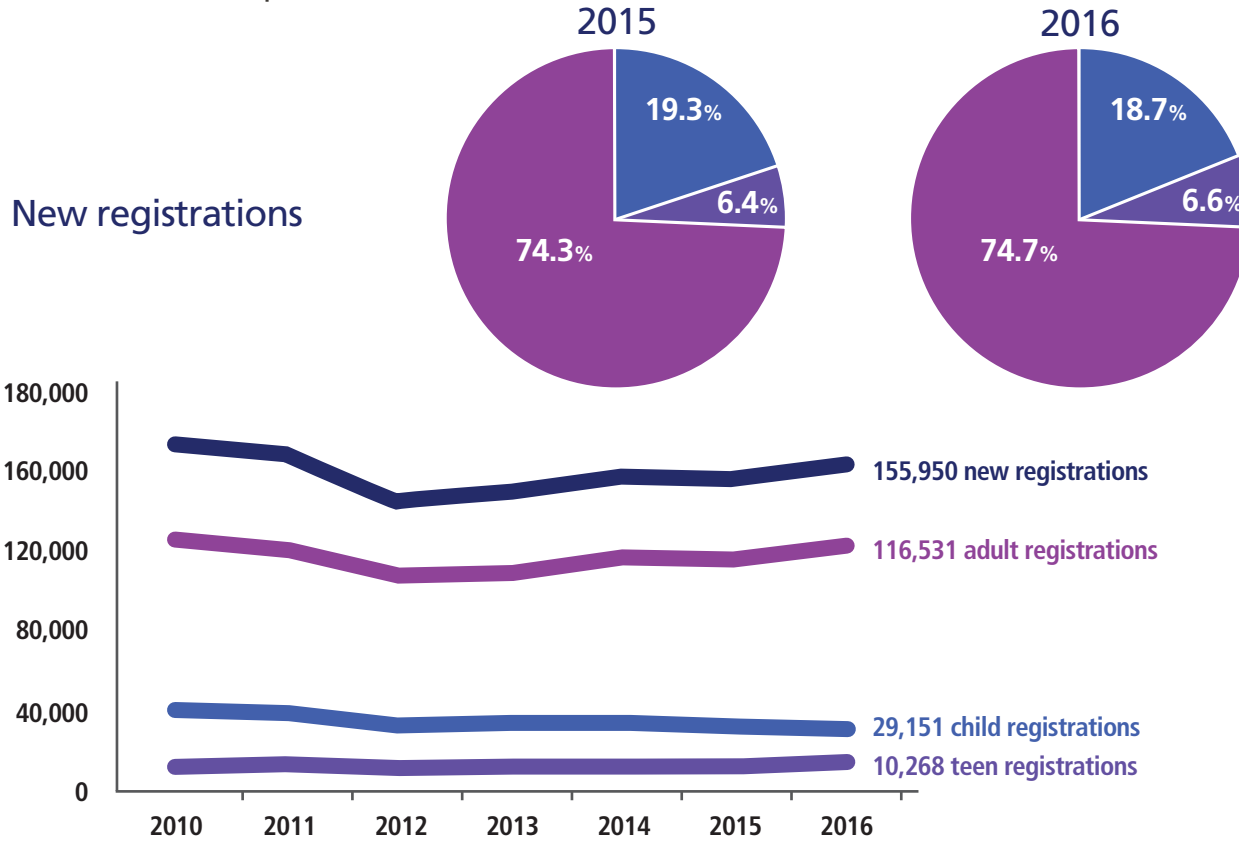
Technology

		2010	2011	2012	2013	2014	2015	2016	% Change 2015-2016
	Wireless sessions	1,115,697	2,526,757	1,493,299	1,806,662	2,328,664	3,227,441	3,982,962	23.4%
	Wireless user sessions	5,993,062	6,380,037	6,138,170	6,465,726	6,537,260	6,692,409	6,467,294	-3.4%



► LIBRARY MEMBERSHIP

Overall, new registrations increased, with a slight decline in child membership offset by increases in teen and adult membership.



Membership

		2010	2011	2012	2013	2014	2015	2016	% Change 2015-2016
	New registrations	168,976	163,474	141,310	145,343	153,041	151,417	155,950	3.0%
	Child	36,871	36,278	29,052	31,114	30,358	29,274	29,151	-0.4%
	Teen	9,913	10,175	8,254	9,267	9,078	9,661	10,268	6.3%
	Adult	122,192	117,021	104,004	104,962	113,605	112,482	116,531	3.6%